

## Message Text

UNCLASSIFIED

PAGE 01 LONDON 10020 311720Z

63

ACTION EB-05

INFO OCT-01 EUR-06 EA-07 ADP-00 CIAE-00 INR-10 NSAE-00

RSC-01 RSR-01 /031 W

----- 109673

R 311714Z AUG 73

FM AMEMBASSY LONDON

TO USDOC WASHDC

INFO SECSTATE WASHDC 3704

AMEMBASSY CANBERRA

AMEMBASSY SINGAPORE

UNCLAS LONDON 10020

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: TRADE OPPORTUNITIES PROGRAM - TEST ADVERTISING  
CAMPAIGN

REF: USDOC 12155; CANBERRA'S 4768

1. EMBASSY RECOMMENDS THAT WORDS "AMERICAN EMBASSY"  
BE CHANGED TO "UNITED STATES EMBASSY" IN ADVERTISEMENT  
AND AREA CODE "01" PREFIX TELEPHONE NUMBER WITH  
"EXTENSION 435" FOLLOWING IT.

2. FOR ADVERTISEMENT OF EDP EQUIPMENT WE RECOMMEND  
"COMPUTER WEEKLY" (DORSET HOUSE, STAMFORD STREET,  
LONDON SE1 9LU) AS CLEARLY PREFERABLE TO "COMPUTING".  
THIS VIEW SUPPORTED BY CHECKS WITH ADVERTISING DEPART-  
MENT OF AJOR UK EDP COMPANY AND OUR MARKET PROMOTION  
FIRM RICOND TOWERS. OTHER UK SELECTION SEEMS MOST  
SUITABLE BEING A CONTROLLED CIRCULATION TO COMPANIES  
IN THEIR PRODUCT AREA.

3. EMBASSY BELIEVES THIS PROGRAM WELL WORTH TRIAL AND  
WOULD APPRECIATE NOTIFICATION OF DATES OF ISSUES IN  
WHICH ADS WILL APPEAR AS SOON AS AVAILABLE.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 31 AUG 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1973LONDON10020  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** LONDON  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1973/newtext/t1973083/aaaaabut.tel  
**Line Count:** 52  
**Locator:** TEXT ON-LINE  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 1  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** USDOC 12155; CANBERRA'S 4768  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** kellerpr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 21 AUG 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <21-Aug-2001 by porterwr>; APPROVED <23-Jan-2002 by kellerpr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TRADE OPPORTUNITIES PROGRAM - TEST ADVERTISING CAMPAIGN  
**TAGS:** BEXP, UK  
**To:** n/a  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005